



اُنِيُوْ رَسِيْتِي بَاتِي كُونُو لَوِي كِي مَارَا
UNIVERSITI
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MARA

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FAKULTI SAINS KOMPUTER DAN MATEMATIK

TECHNOLOGY ENTREPRENEURSHIP

(ENT 600)

BLUEPRINT

“MAGNETIC DUMBBELL”

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اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
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TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BLUEPRINT

3F ENTERPRISE

FACULTY : SCIENCE COMPUTER AND MATHEMATICS

PROGRAMME : BACHELOR OF COMPUTER SCIENCE (HONS.)
MATHEMATICS

PROGRAMME CODE : CS247

COURSE : TECHNOLOGY ENTREPRENEURSHIP

COURSE CODE : ENT 600

GROUP : CS2476B

SEMESTER : 06

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ACKNOWLEDGEMENT

Praise upon Allah S.W.T because of His generosity and merciful, my proposal of technology entrepreneurship plan has completed on time.

First of all, we would like to express our gratitude to Madam Hilwana Bt Karim, our lecturer of Technology Entrepreneurship (ENT 600), who always guide and support us through the completion of my proposal of technology entrepreneurship plan.

Finally, I would like thank to my family and friends for the love and support in encouragement to me throughout the process of in making the proposal of technology entrepreneurship plan.

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CHAPTER 1: EXECUTIVE SUMMARY

1.1 Brief description of the business and product concepts

Nowadays, fitness industry looking more interested in fitness product where people would like to have their own fitness tool such as dumbbell. Today, many types of dumbbell are produced in variety looks, style, colours and the benefits itself. Each of the people has their own dreams dumbbell concepts that they interested of.

My company's name is 3F Enterprise. I am choosing this name because 3F stand for Faiz Future Fitness. I take Faiz which my own name and Future Fitness describe my product about a future dumbbell. I bring this concept to show to people that I am giving and providing the new product in industry that will help people use it at ease.

3F Enterprise is a company that produces products in the fitness industry. We produce a magnetic dumbbell that based on current technology. This magnetic dumbbell provided with unique technology which can give attraction to the customer. As a variation, my company produces magnetic dumbbell by referring the technology in current world.

This magnetic dumbbell has its own benefits because it can reduce many problems especially in term of spacing usage. This is also suitable in many places where are need space and it is referring a technology which give our product being handle more easily.

I am confident that my company's products are being marketed to attract the public and thus provide a double benefit to the company because there is always something for everyone needed.